

# Tracking User Activity on IKEA.com

## Introduction

This guide explains how to track user activity on IKEA's website using JavaScript. The script logs specific customer interactions to the browser console, including page visits, product views, search queries, and shopping cart updates.

## Prerequisites

- Basic knowledge of JavaScript
- Access to IKEA's website
- Developer Console (F12 → Console tab in Chrome)

## Implementation Steps

### 1. Add the Tracking Script

To track user events, copy the following JavaScript snippet and execute it in your browser's Developer Console or embed it in the website's global script section.

```
(function () {  
    function logEvent(message) {  
        console.log(message);  
    }  
  
    const $ = window.jQuery || null;  
    const url = window.location.href;  
  
    if (url.match(/ikea\.com\[^\]+\\[^\]+\$/)) {  
        logEvent("homepage");  
    }  
  
    if (url.match(/\p\[^\]+\$/)) {
```

```

    let productName = $("h1").text().trim();
    let priceText = $("meta[itemprop='price']").attr("content");
    let price = parseFloat(priceText);

    logEvent({ product: productName, price: price });
}

if (url.match(/\/shoppingcart\/\/)) {
    let cartItems = $(".cart-item");
    let totalProducts = cartItems.length;
    let totalPrice = 0;

    cartItems.each(function () {
        let itemPrice =
parseFloat($(this).find(".price").text().replace(/^[^d.]/g, ""));
        totalPrice += itemPrice;
    });

    let avgPrice = totalProducts > 0 ? (totalPrice /
totalProducts).toFixed(2) : 0;

    logEvent({ cartItems: totalProducts, averagePrice: avgPrice
});
}

if (url.match(/\/search\/\/?q=/)) {
    let searchQuery = new
URLSearchParams(window.location.search).get("q");
    logEvent({ searchTerm: searchQuery });
}

$(document).on("click", ".add-to-cart-button", function () {
    let productName = $(this).closest(".product-
container").find("h1").text().trim();
    logEvent("added to cart: " + productName);
}

```

```
});
```

```
})();
```

## 2. How the Script Works

User Action	Expected Console Output
Visit homepage	"homepage"
View product page	{ product: "KALLAX Shelf unit", price: 24.99 }
Open shopping cart	{ cartItems: 2, averagePrice: 14.49 }
Perform a search	{ searchTerm: "chair" }
Add product to cart	"added to cart: KALLAX Shelf unit" "added to cart: TJENA Magazine file"

## 3. Testing & Verifying

### Step 1: Open Developer Console

1. Open **Chrome Developer Tools** (F12 → Console tab).
2. Paste and execute the tracking script.

### Step 2: Perform Actions on IKEA.com

- Navigate between pages (homepage, product pages, search results, shopping cart).
- Check the **Console** for logs matching the expected outputs.

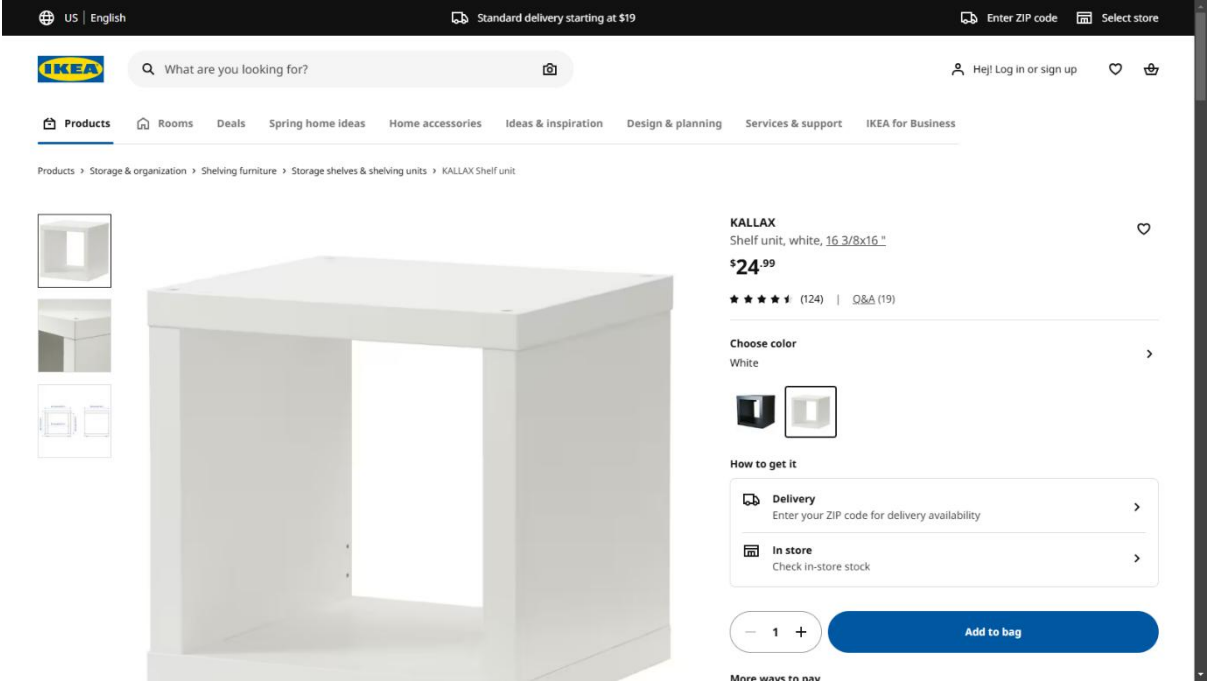
### Step 3: Validate Logged Events

Verify that the correct data appears in the Console for each action.

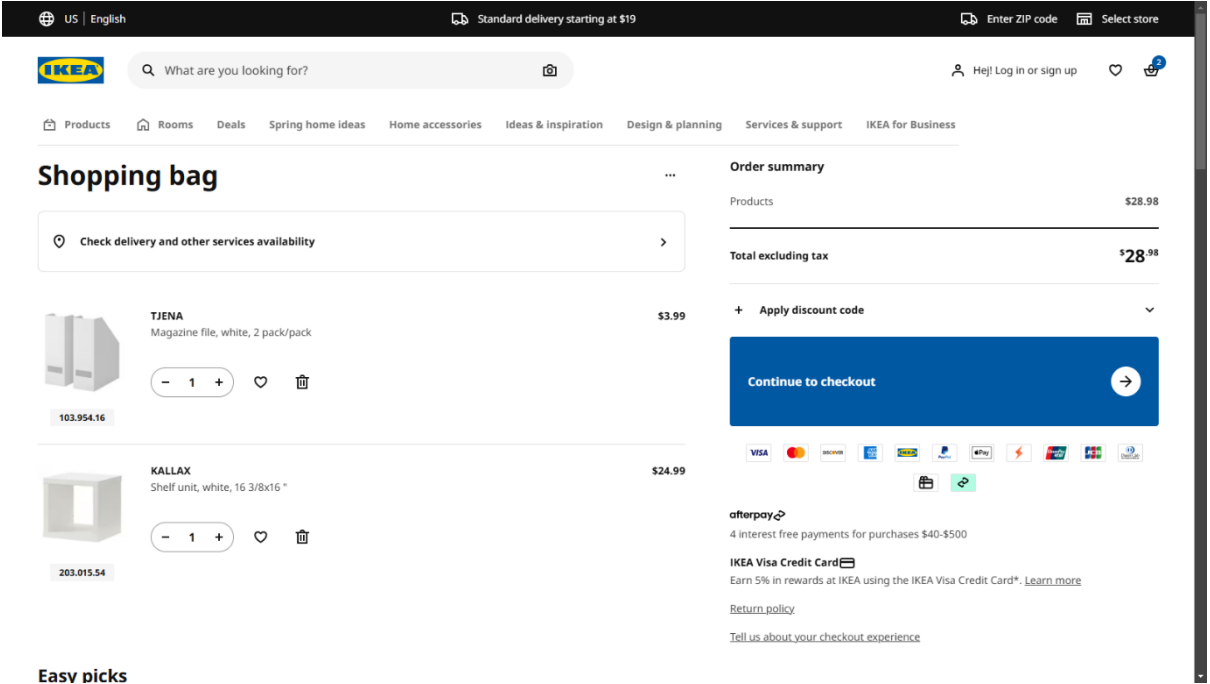
### 3. Screenshots & Visual References

Below are the screenshots captured for each scenario:

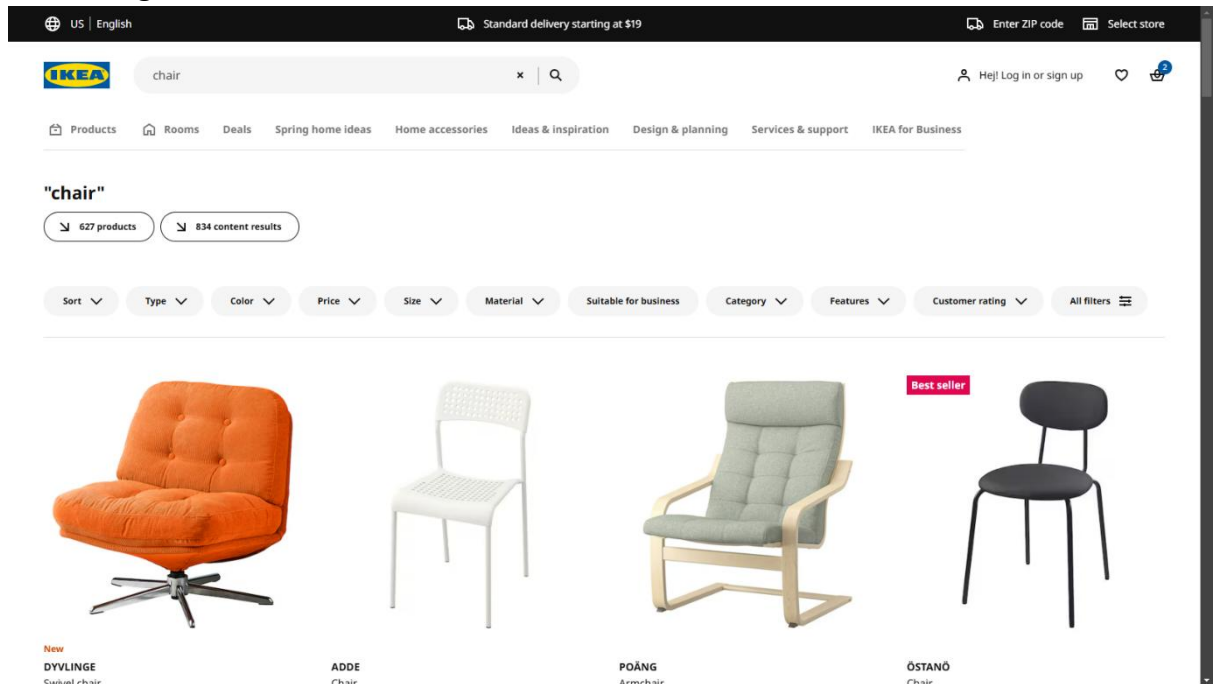
#### 1. Product Page - KALLAX Shelf Unit (\$24.99)



#### 2. Shopping Cart - Contains KALLAX and TJENA Magazine File



### 3. Search Page - Search Term "chair"



### 4. Add to Cart Event - "Added DYVLINGE"

